

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE

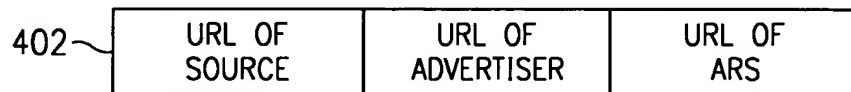


FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

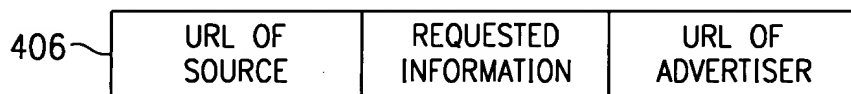


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

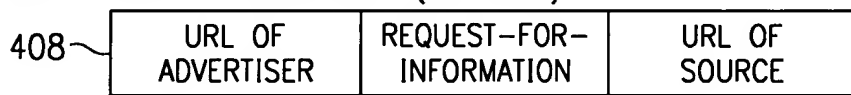


FIG. 4e

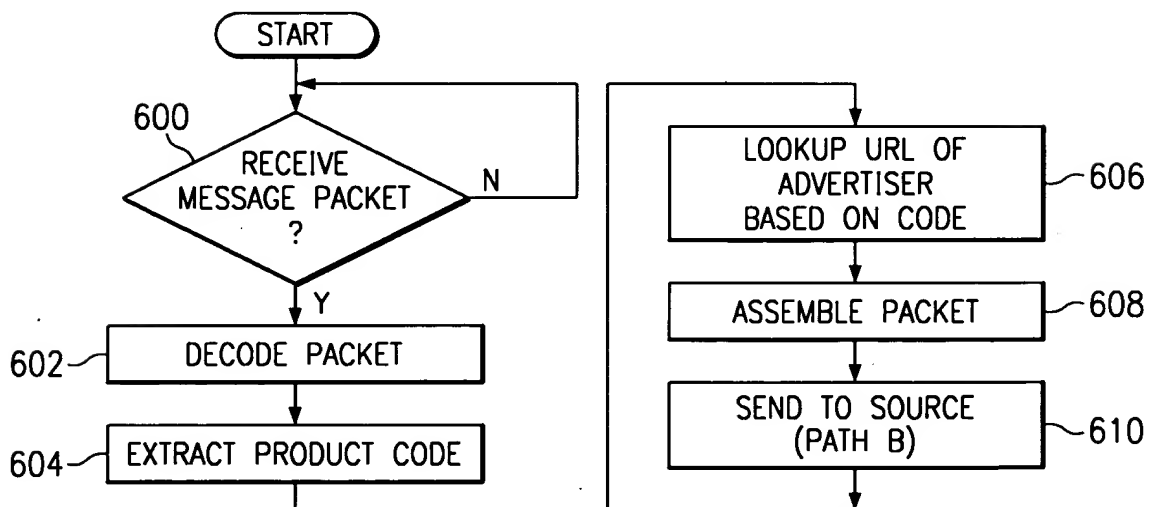
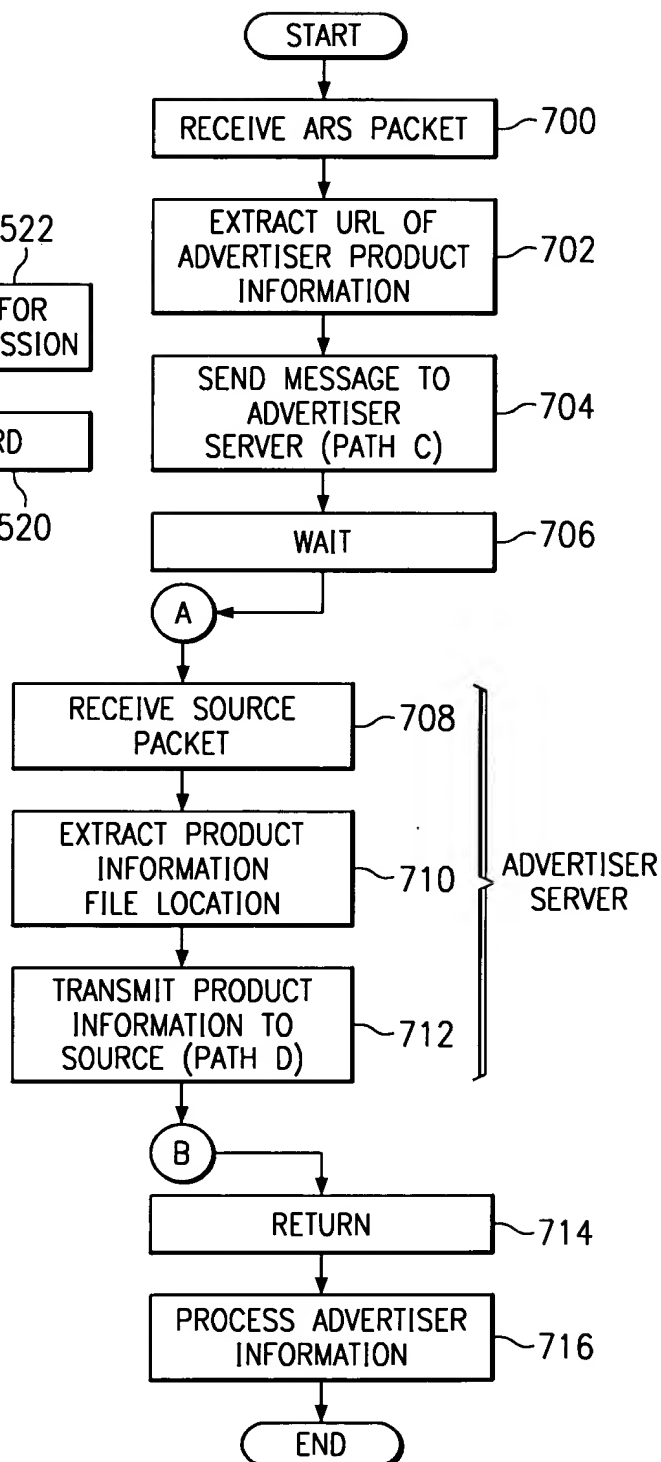
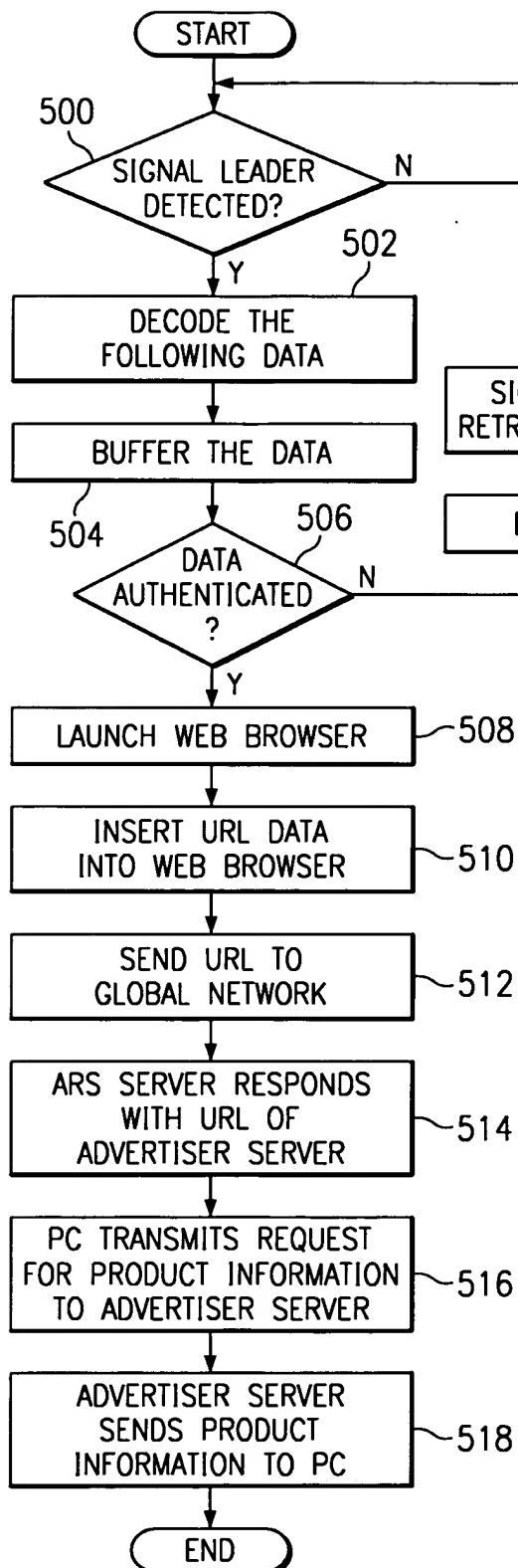


FIG. 6



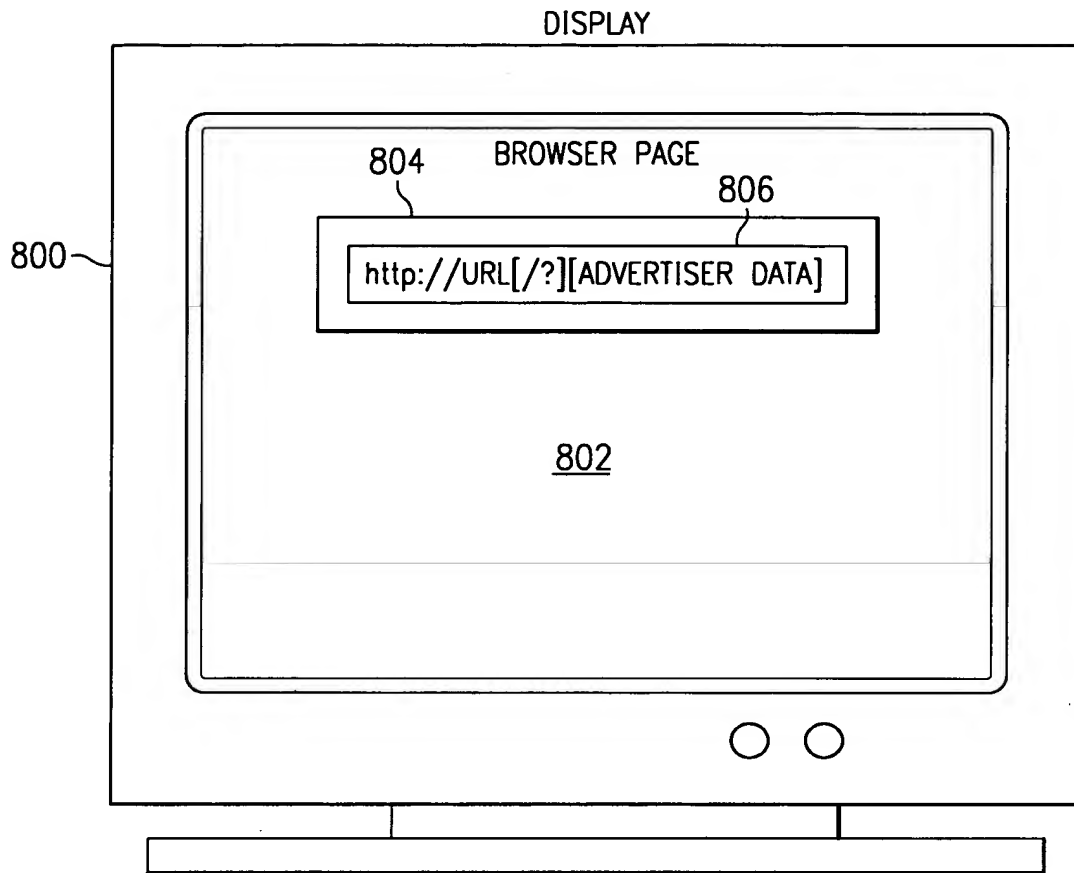


FIG. 8

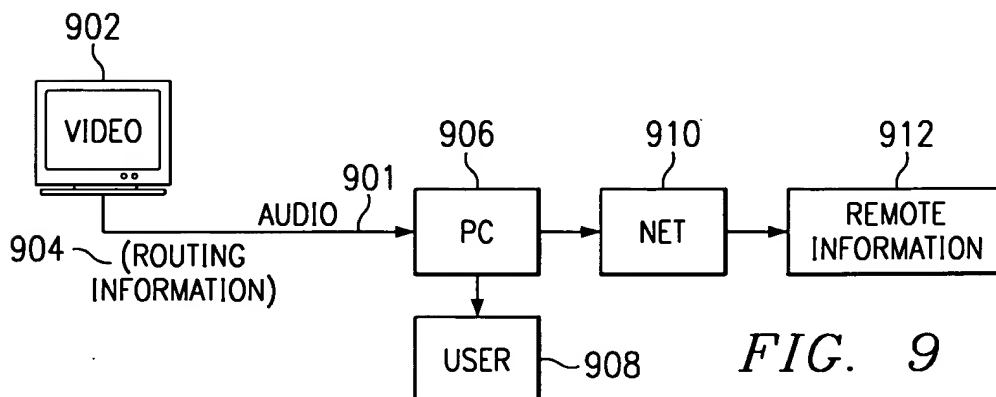
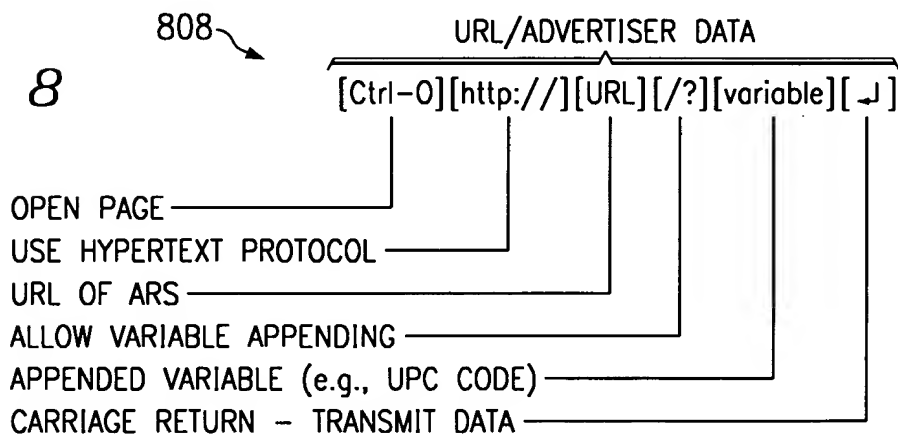
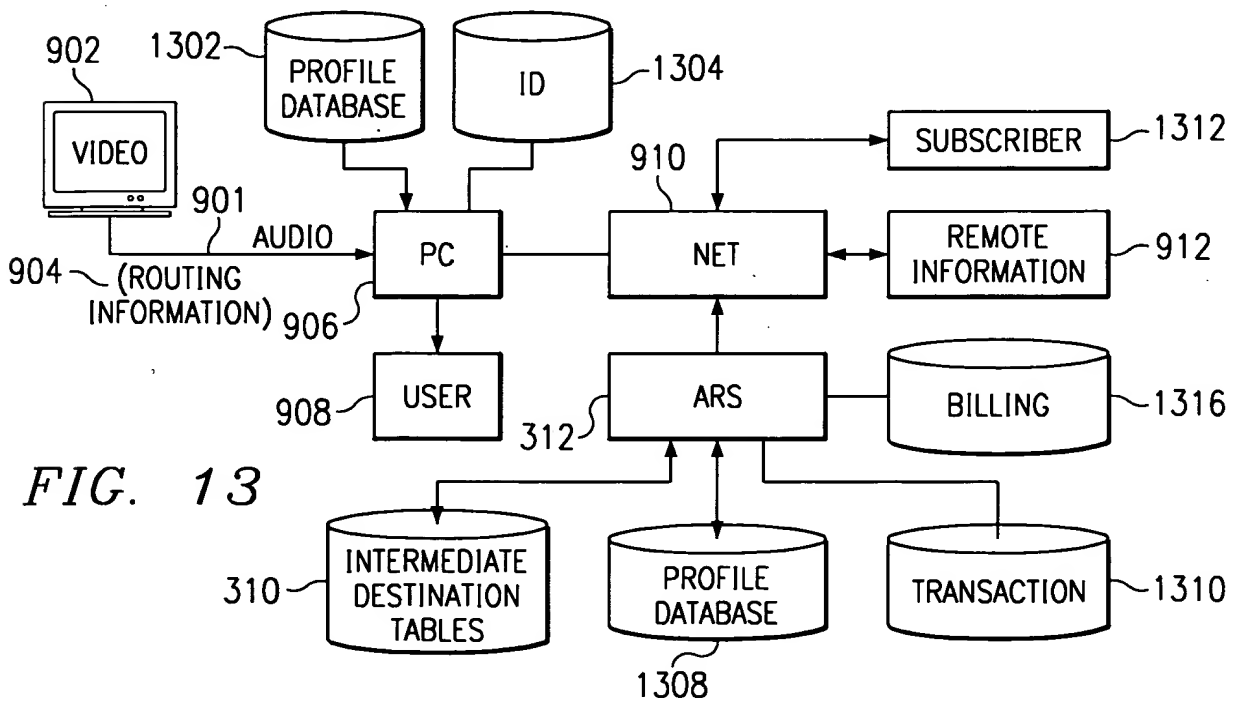
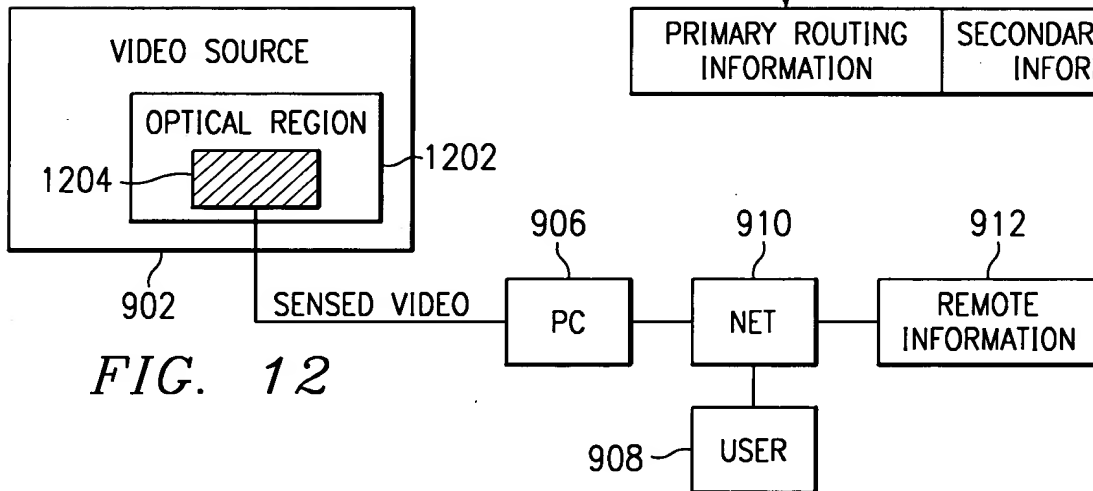
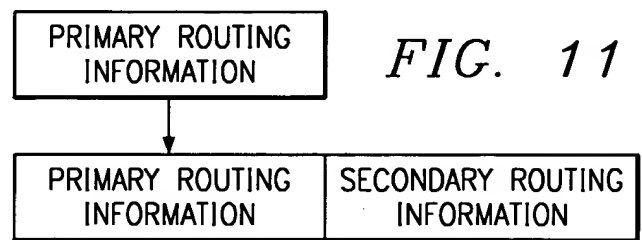
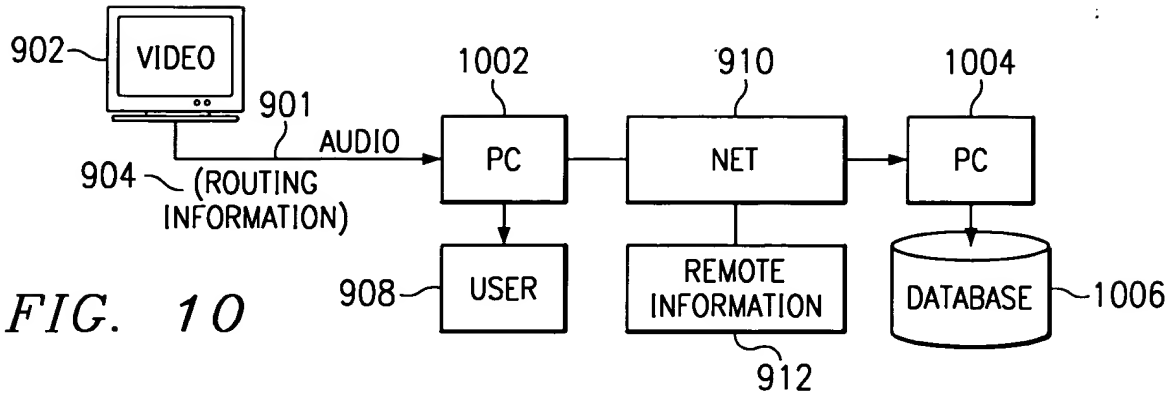


FIG. 9



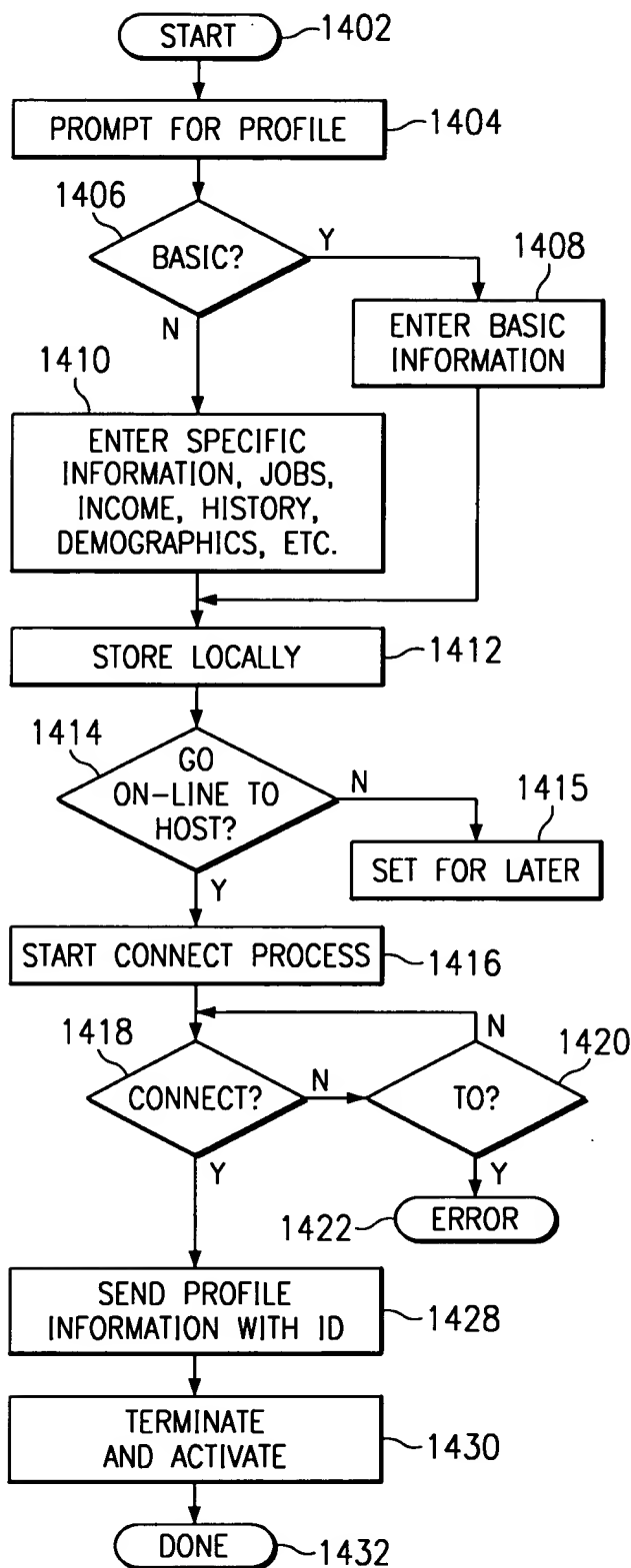


FIG. 14

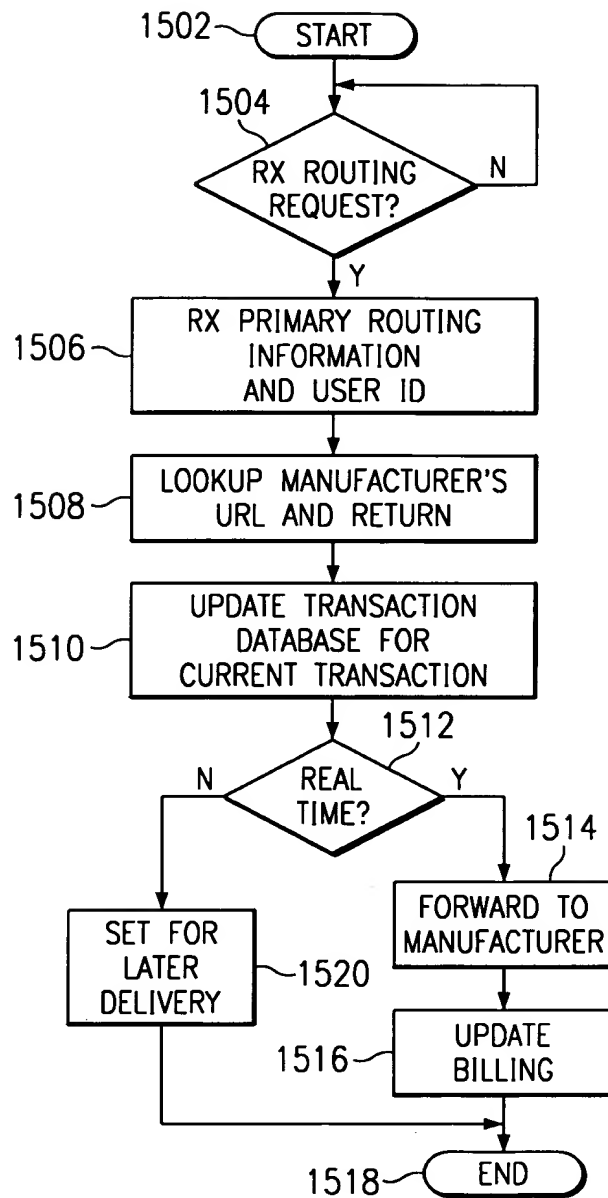


FIG. 15

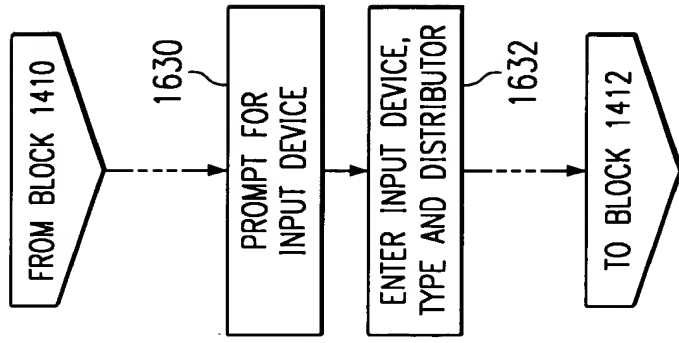


FIG. 16a

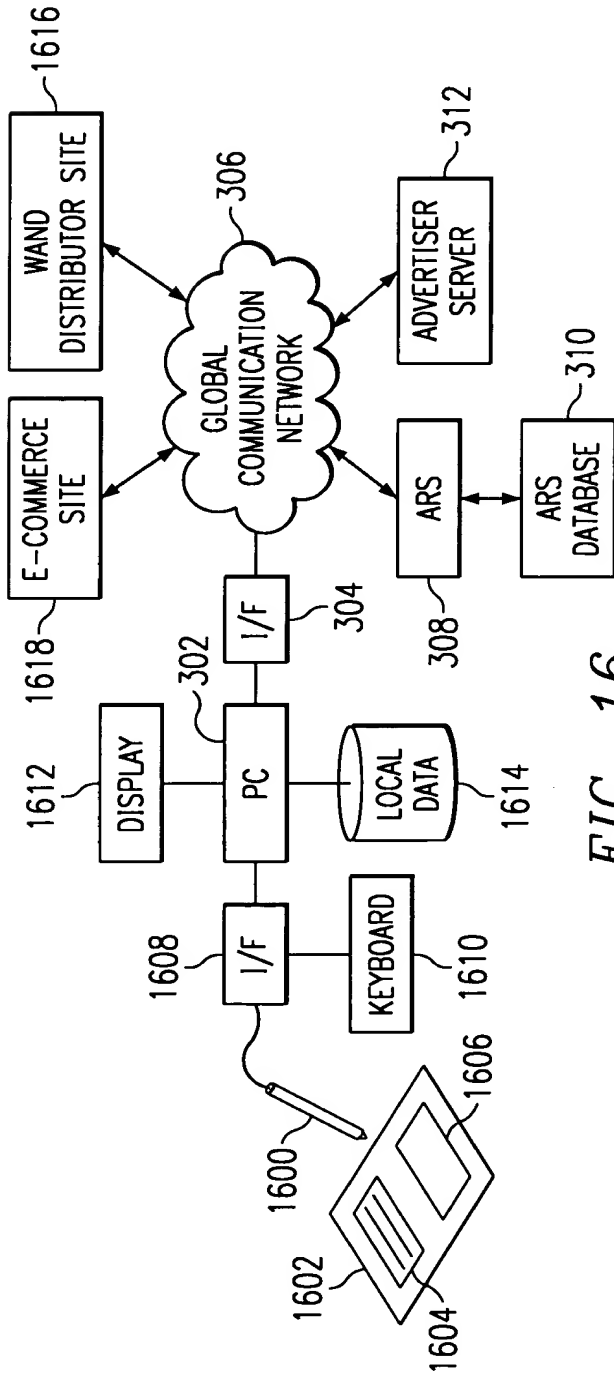


FIG. 16

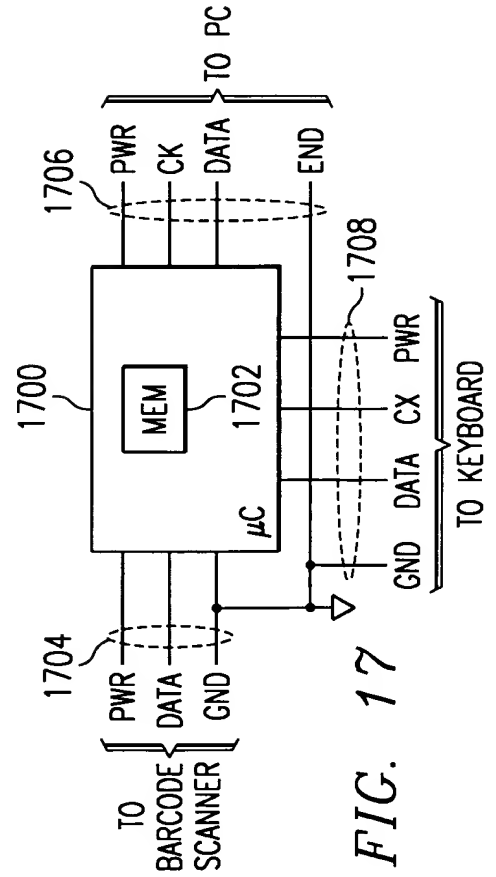


FIG. 17

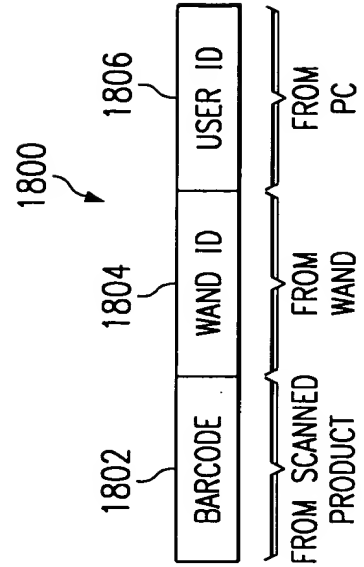
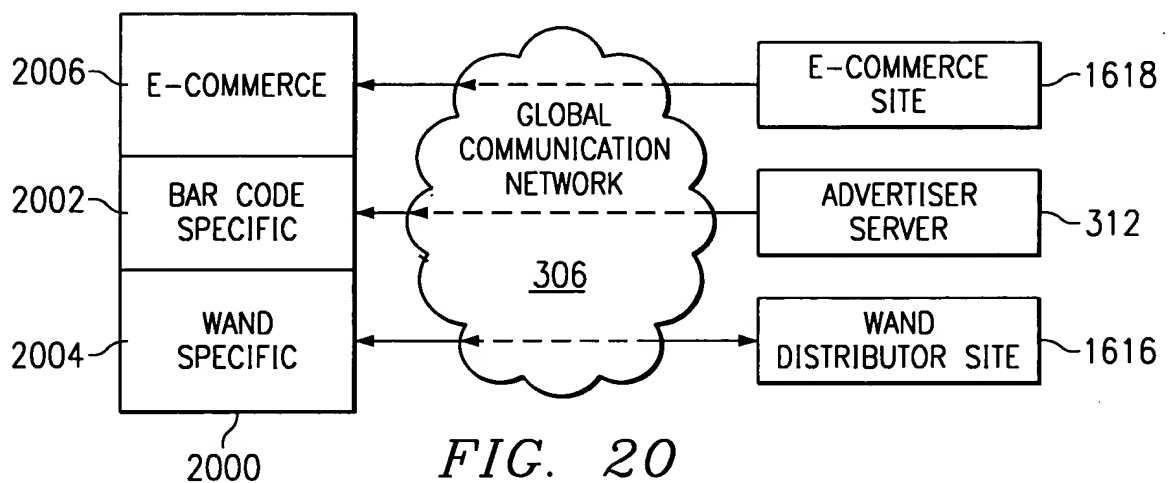
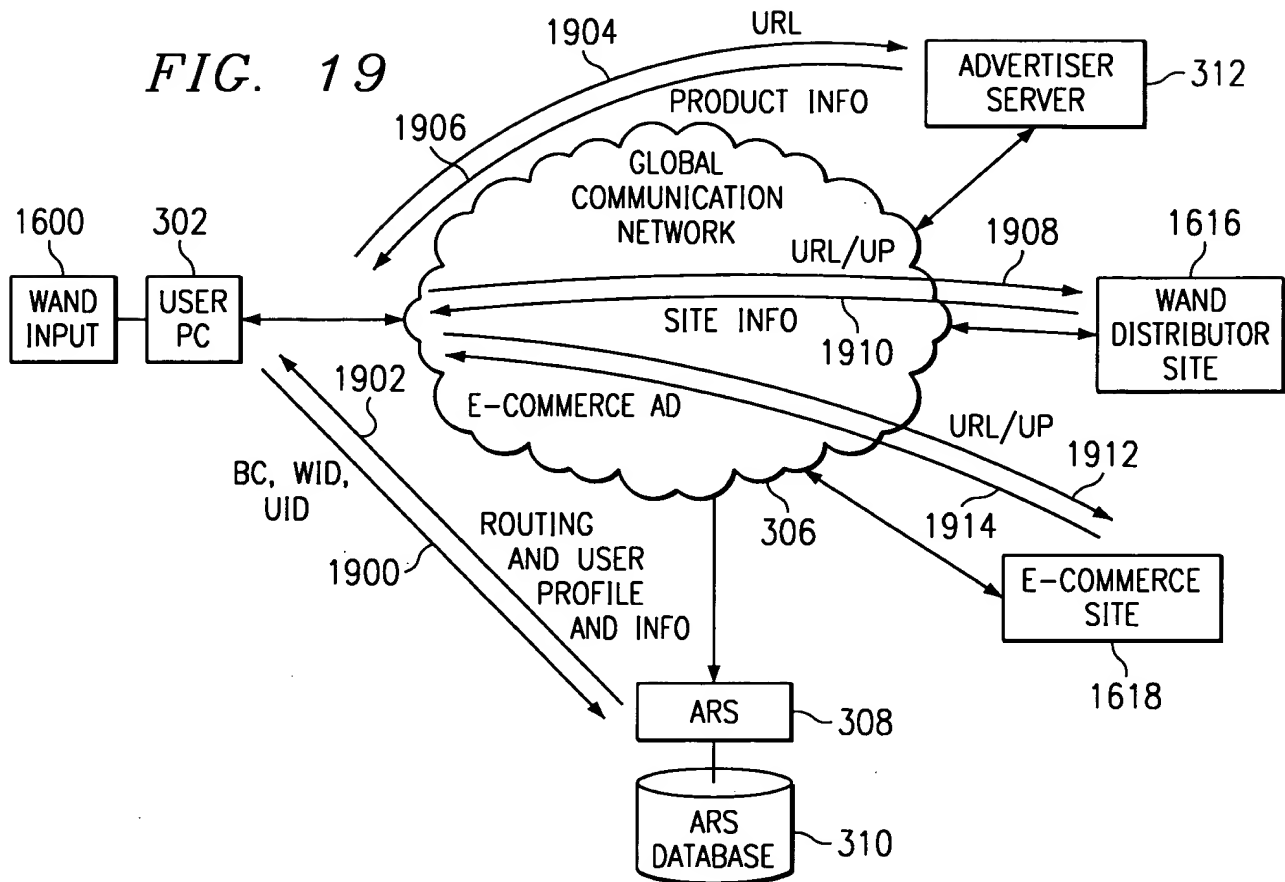


FIG. 18

FIG. 19



2102 PRODUCT		2104 WAND		2106 USER		2108 E-COMMERCE	
BC	ROUTE	ID	DISTR	PROFILE		BC	INFO

FIG. 21

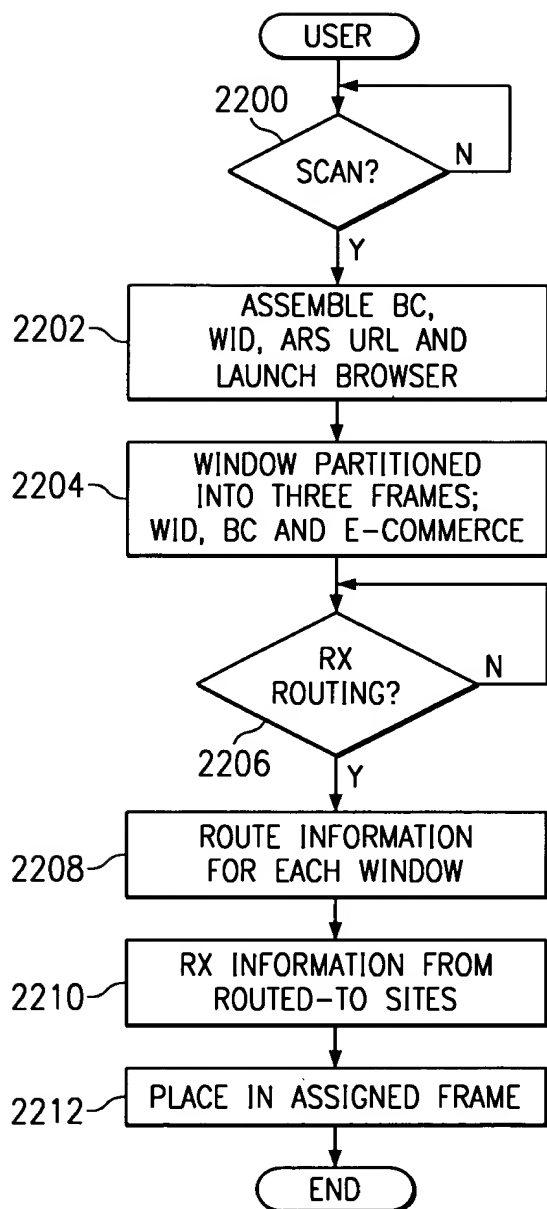


FIG. 22

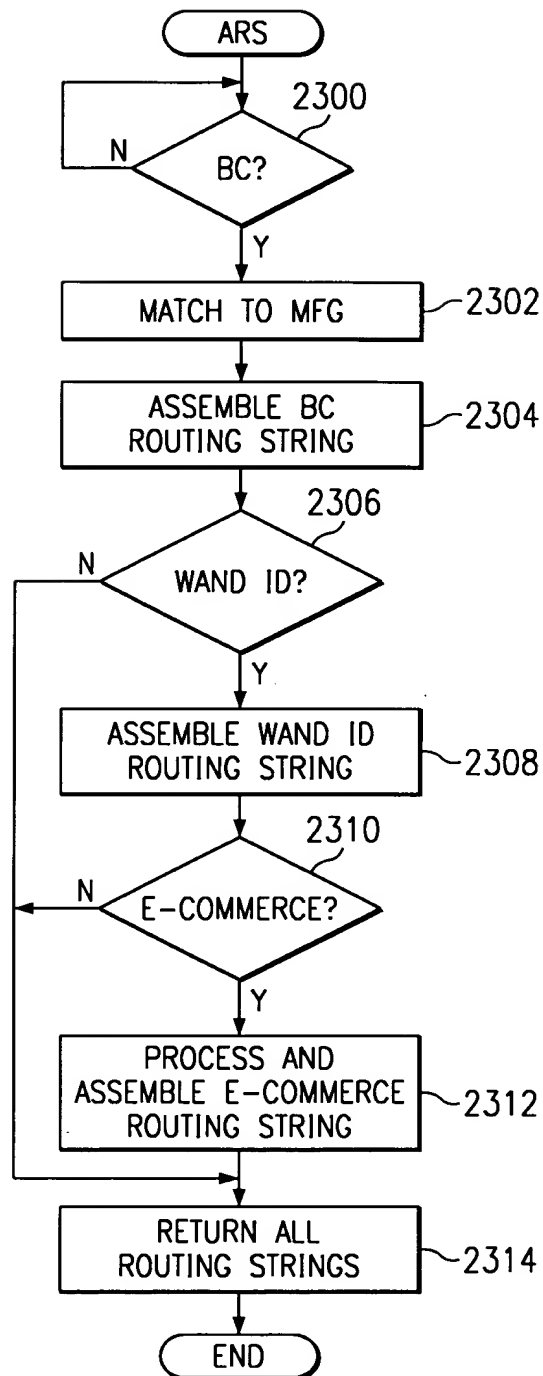
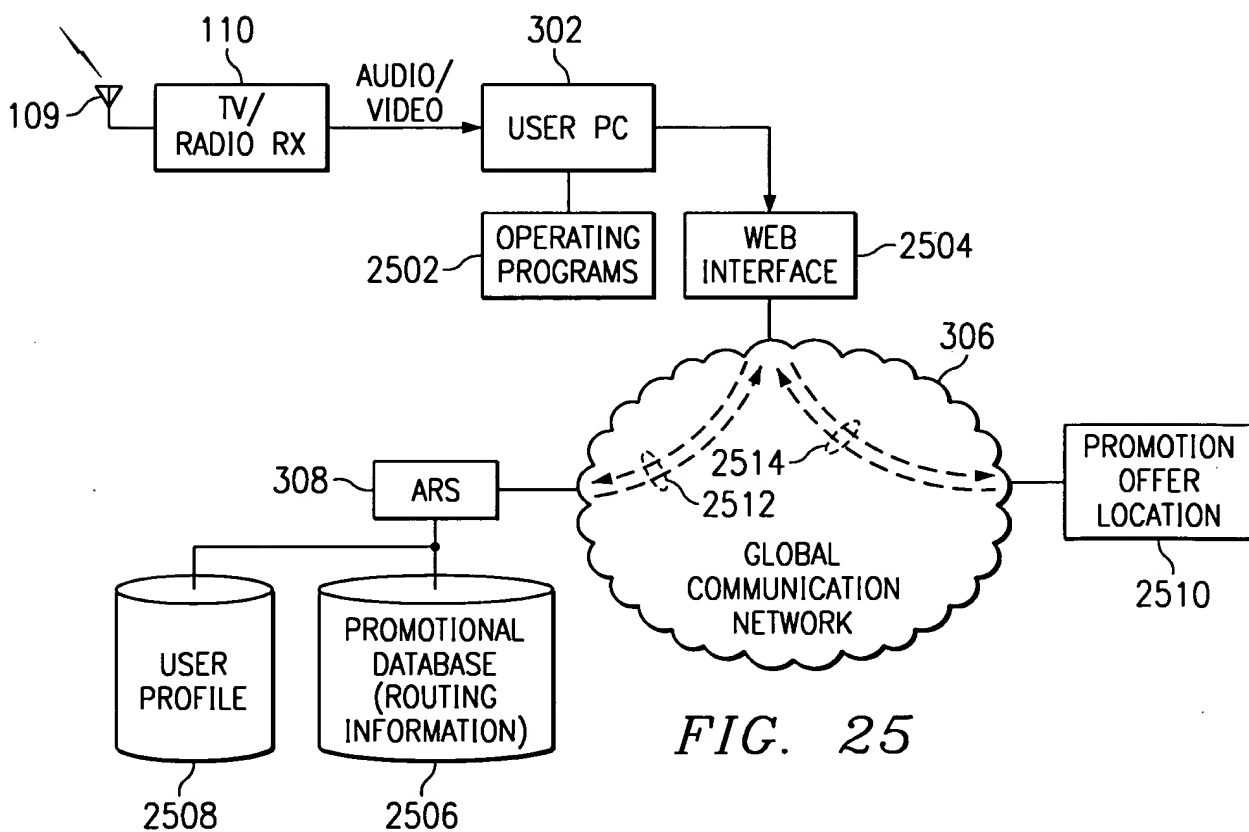
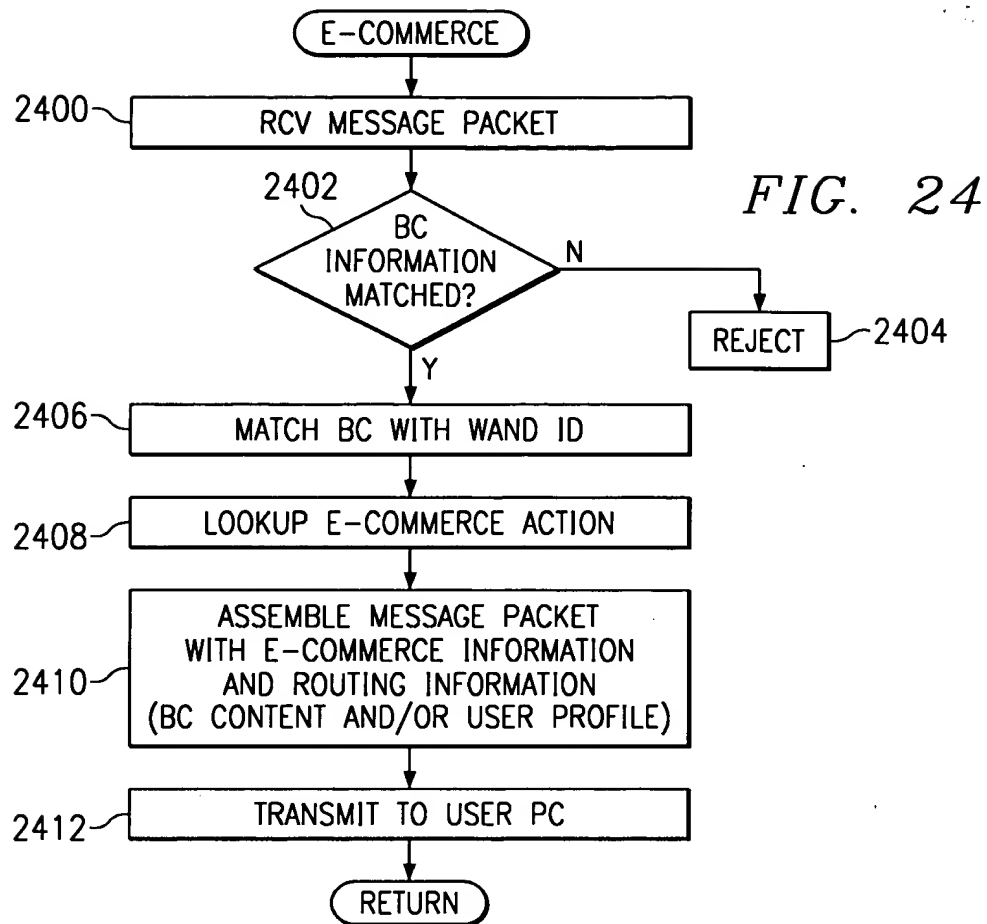


FIG. 23



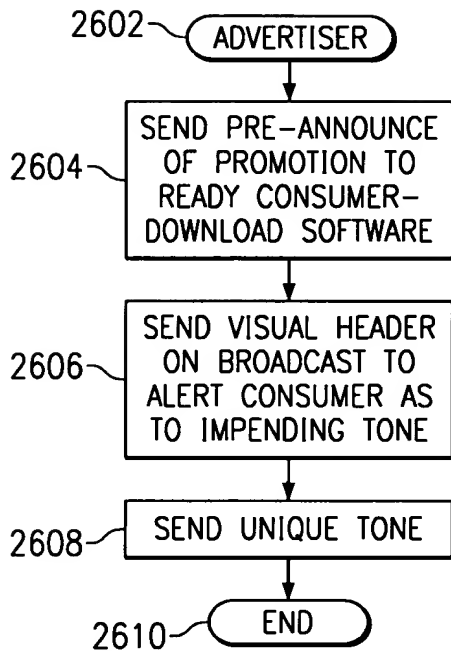


FIG. 26

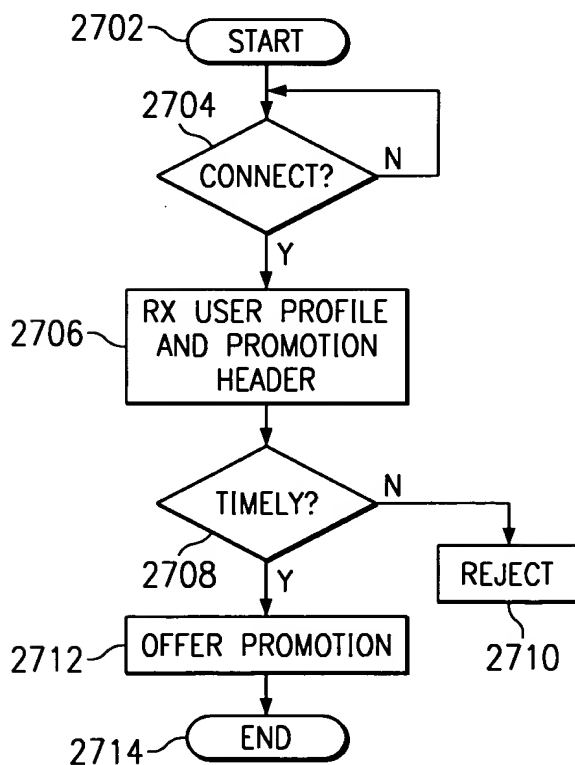


FIG. 27

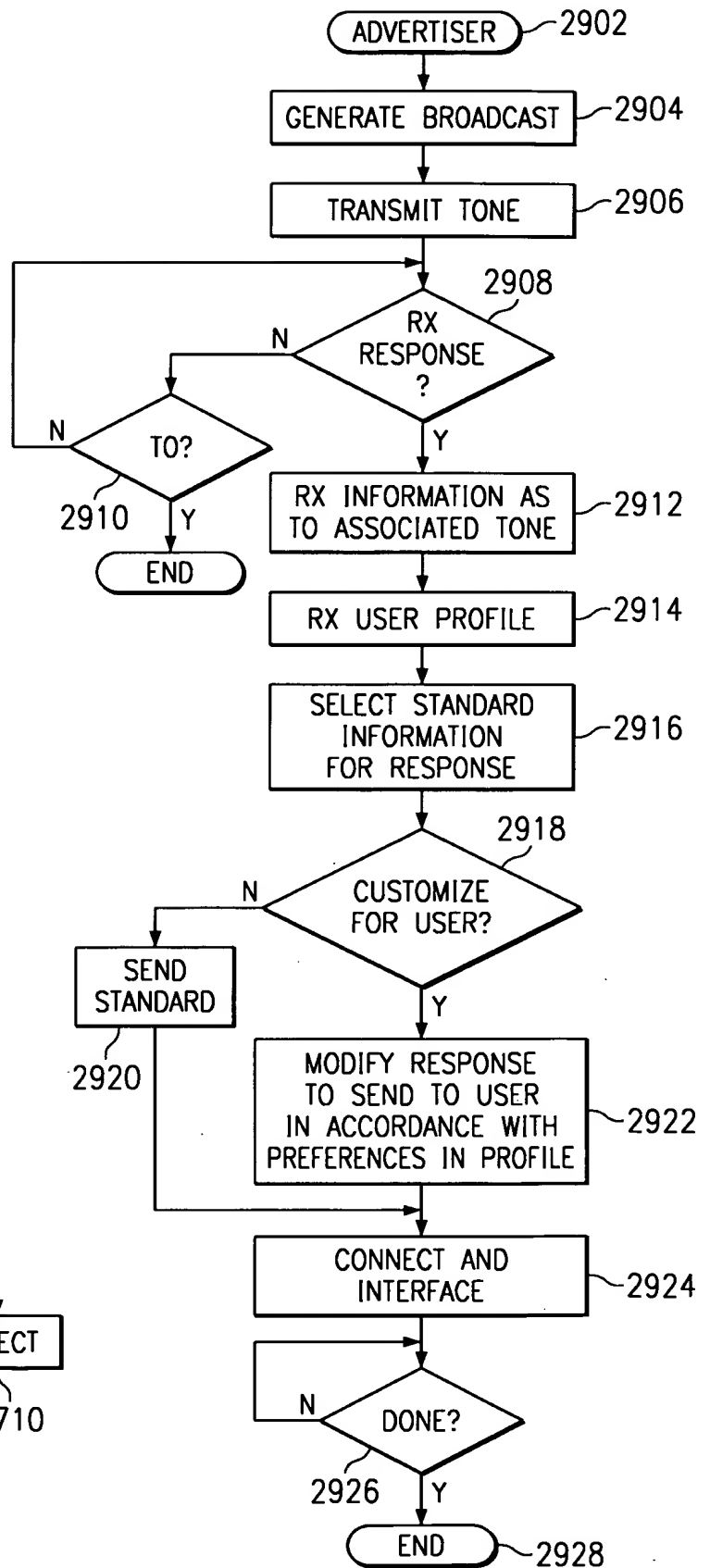


FIG. 29

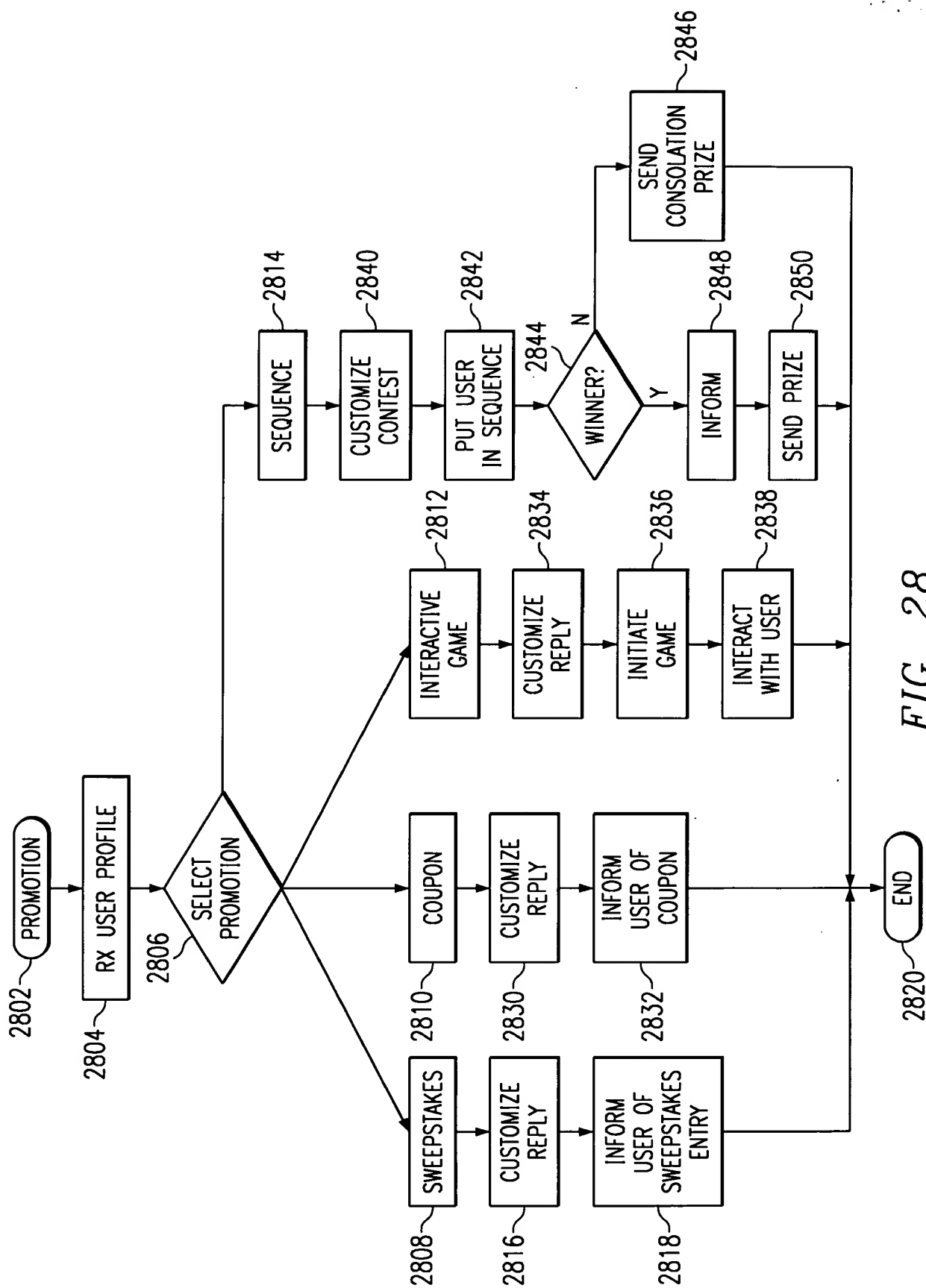


FIG. 28